How to Prepare the Materials for Digital Citylight

Digital citylight – digiCLV – are LCD screens with FullHD resolution. The pictures are installed vertically. Picture parameters are (w x h) 1080 x 1920 pix.

Graphics is best to prepare vertically, but save horizontally, turned by 90° clockwise – see picture below. The system will turn the graphic when displaying it.

Deadline for material submission is max. 3 work days before the start of your campaign.

Possible formats for material submission:

Photo:
format: PNG, TIFF, TAG, JPG, without compression
resolution: 1080 x 1920 pixels (vertical)

Video:
format: WMV - Windows Media Video 9, MOV (codec H264)
picture sequence: PNG, TIFF, TGA, JPEG (100% quality)
frame rate: 25
resolution: 1080 x 1920 pixels (vertical)
progressive scan
pixel aspect ratio: 1,0000 (Square)
Bit rate: 16 M
Audio: None
Total time: 6 sec

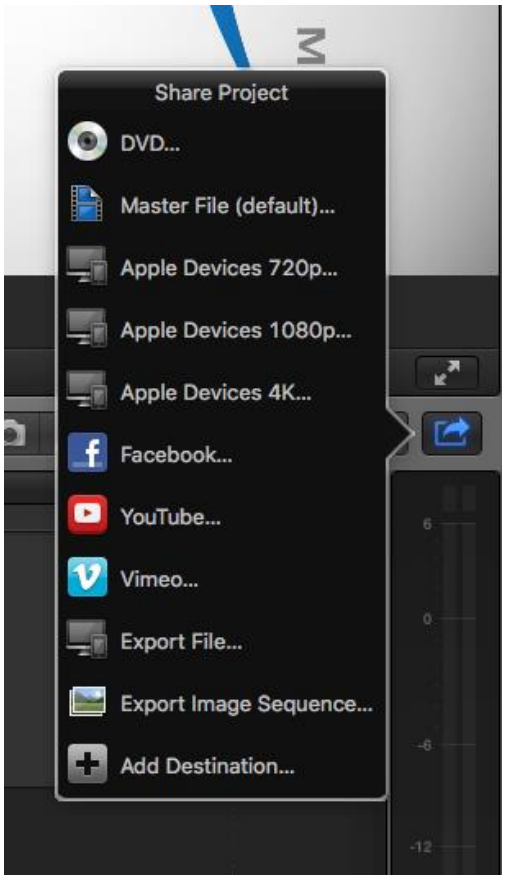
At the beginning and end of the video put two completely black shots. These shots will be above the limit of Your six second video. In the video itself blend your graphics at the beginning and end with three shots of blackness.
Your sequence should thus look as follows:
2 black shots, 150 shots of your graphic (out of that the first three shots fade in and last three fade out into black), 2 black shots.
In total this makes 154 shots, out of that 150 is Your graphic. (25 shots per second times 6 seconds = 150 shots)

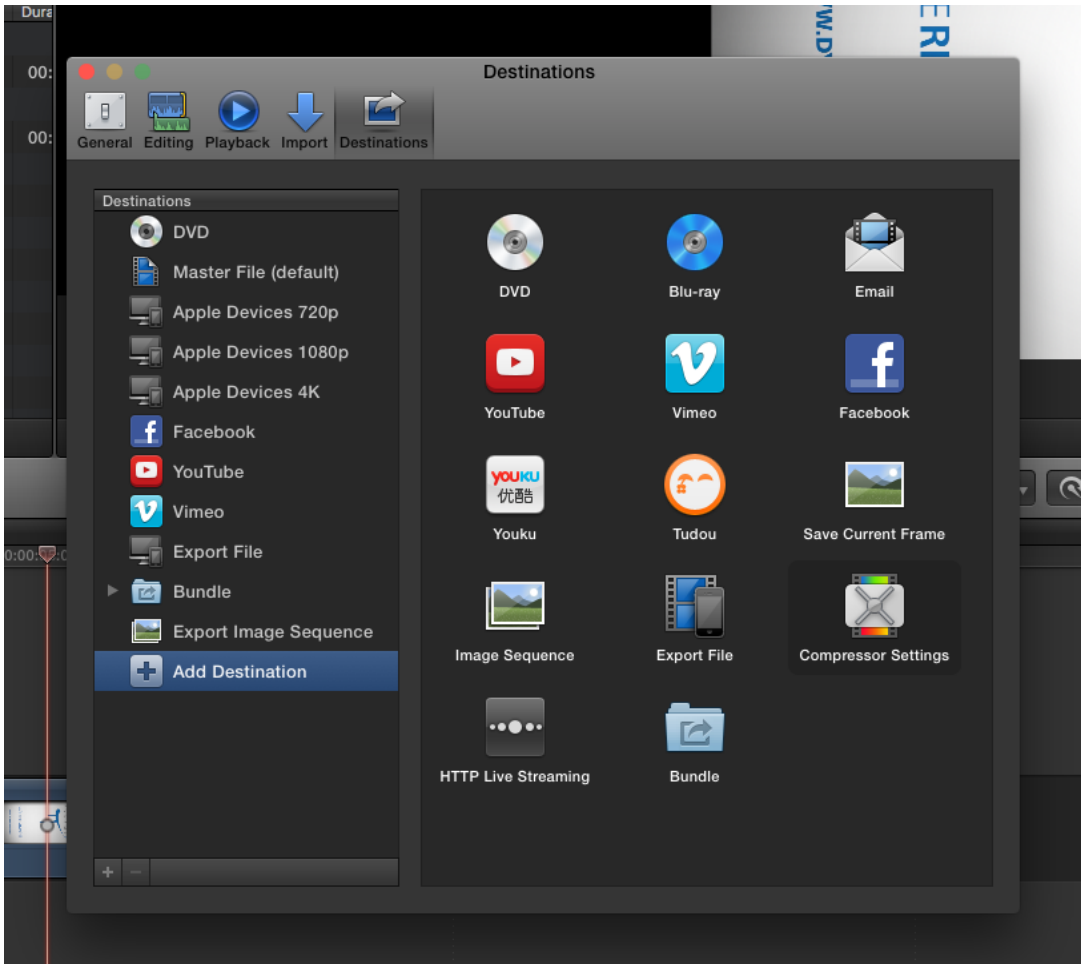
How to export from the Apple Final Cut Pro X program:

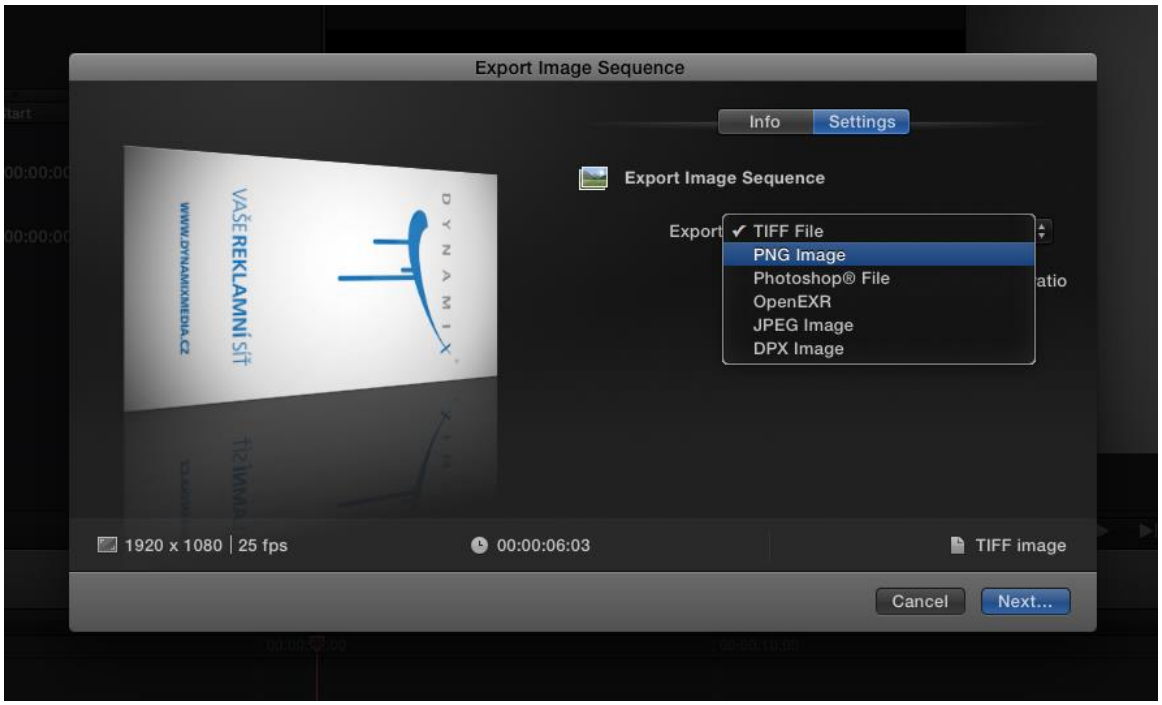
For the export of your video choose Share Project and afterwards "Export Image Sequence..." from the selection bar (pic. 1). If this choice isn't available, you can add it by clicking on "Add destination..." down in the selection bar (pic. 2). Afterwards pick between TIFF or PNG (pic. 3) picture sequence and export the video.

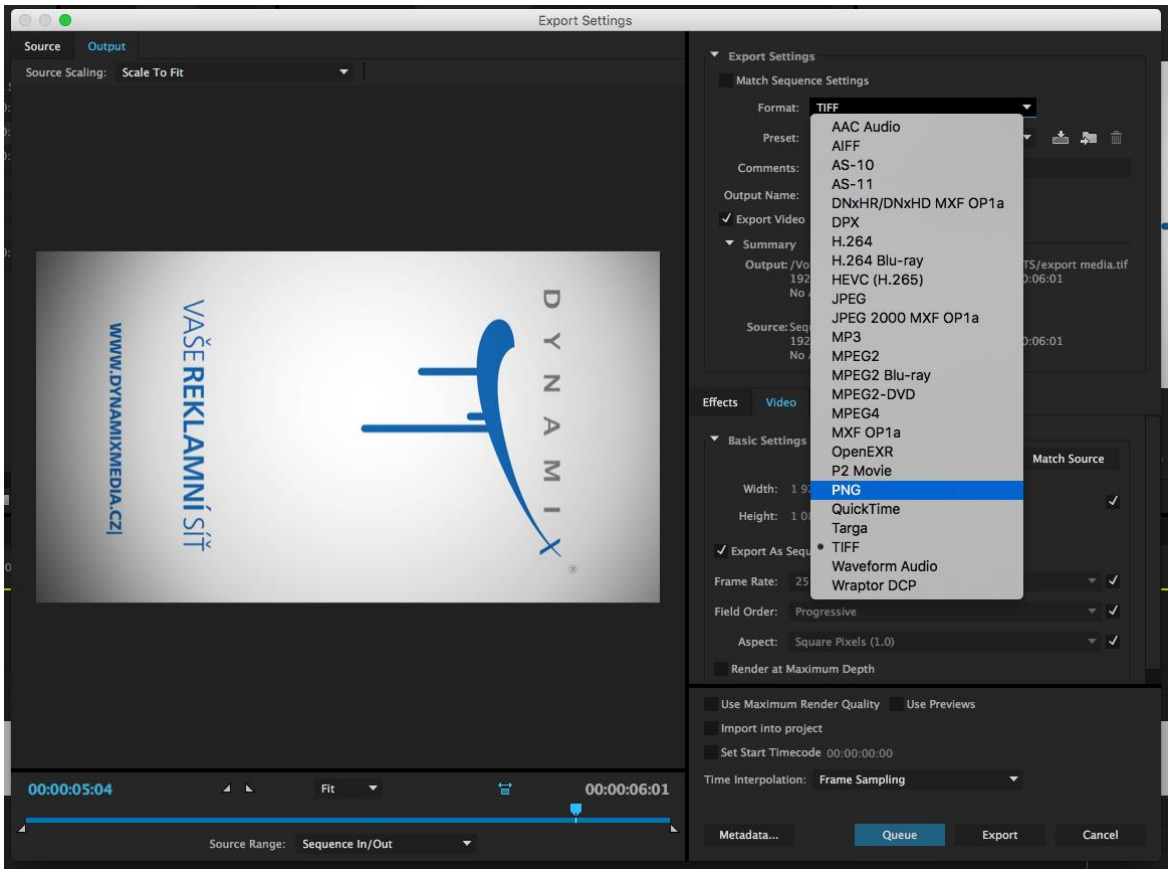
How to export from the Adobe Premiere CC program:

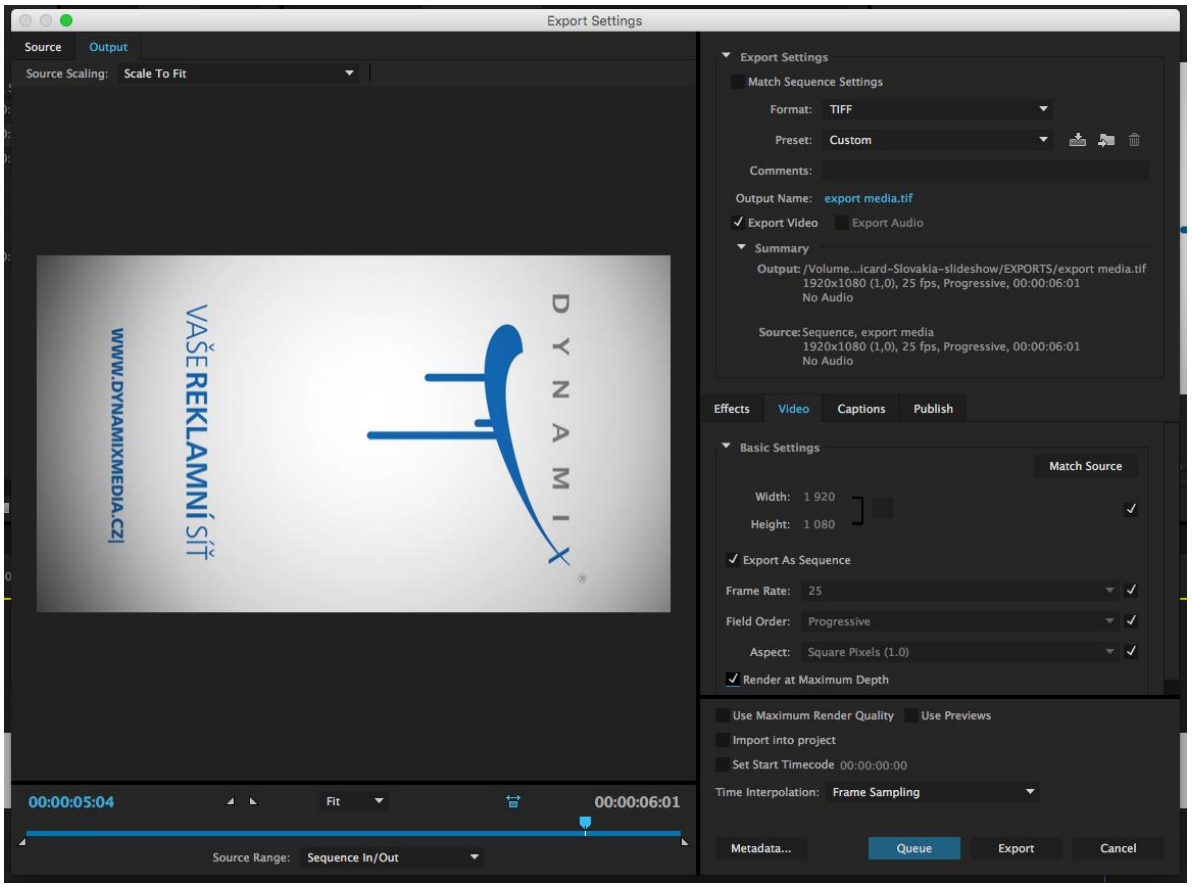
Before exporting, select on the timeline the sequence meant for export (keys I, O) and call up the export options (cmd + M). Here you should pick between format TIFF or PNG (pic. 1) and check whether you have selected options "Export as Sequence" and "Render at Maximum Depth" (pic. 2 for TIFF and pic. 3 for PNG). Then export the video.

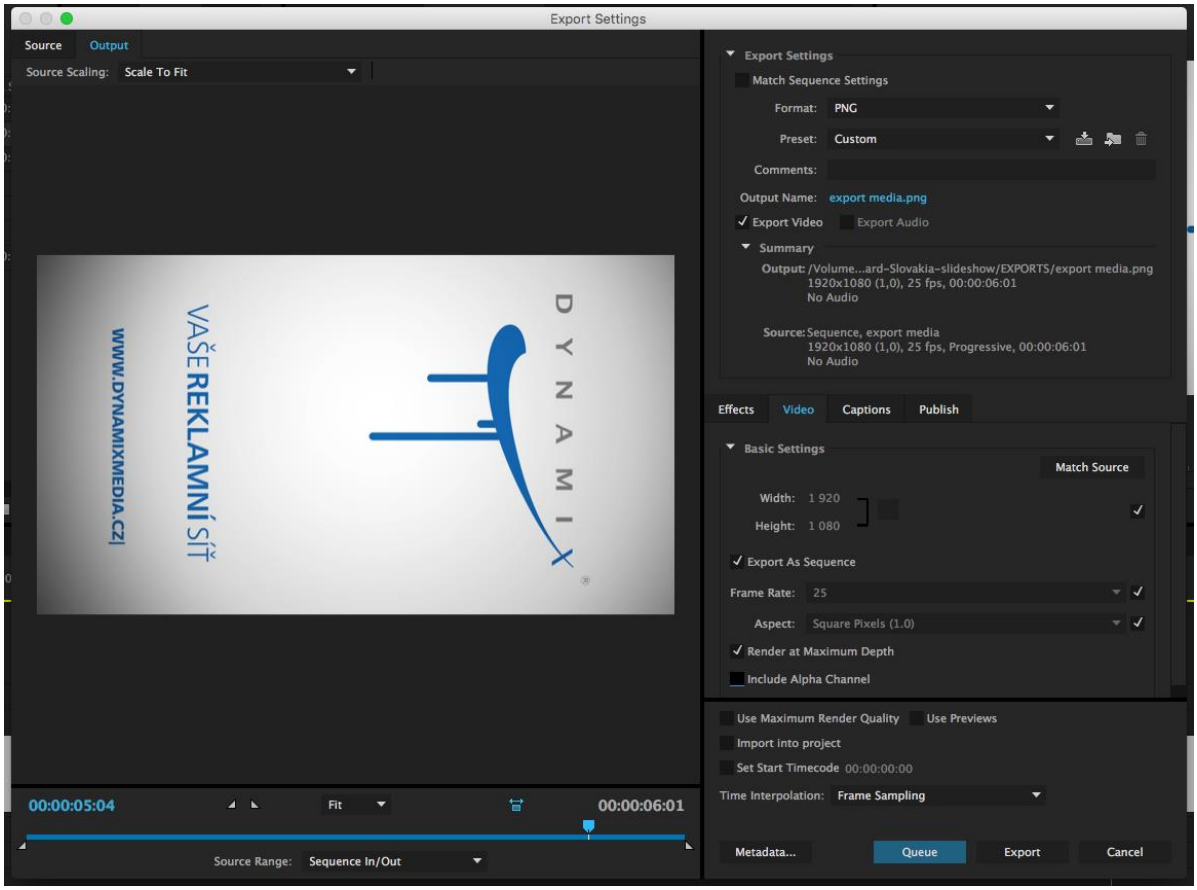

Share Project
DVD...
Master File (default)...
Apple Devices 720p...
Apple Devices 1080p...
Apple Devices 4K...
Facebook...
YouTube...
Vimeo...
Export File...
Export Image Sequence...
Add Destination...


Destinations
General
Editing
Playback
Import
Destinations
Destinations
DVD
Master File (default)
Apple Devices 720p
Apple Devices 1080p
Apple Devices 4K
Facebook
YouTube
Vimeo
Export File
Bundle
Export Image Sequence
Add Destination
DVD
Blu-ray
Email
YouTube
Vimeo
Facebook
Youku
Tudou
Save Current Frame
Image Sequence
Export File
Compressor Settings
HTTP Live Streaming
Bundle


Export Image Sequence
Info
Settings
Export Image Sequence
Export:
✓ TIFF File
PNG Image
Photoshop® File
OpenEXR
JPEG Image
DPX Image
1920 x 1080 | 25 fps
00:00:06:03
TIFF image
Cancel
Next...


Export Settings
Source
Output
Source Scaling:
Scale To Fit
Export Settings
Match Sequence Settings
Format:
TIFF
Preset:
Comments:
Output Name:
Export Video
Summary
AAC Audio
AIFF
AS-10
AS-11
DNxHR/DNxHD MXF OP1a
DPX
H.264
H.264 Blu-ray
HEVC (H.265)
JPEG
JPEG 2000 MXF OP1a
MP3
MPEG2
MPEG2 Blu-ray
MPEG2-DVD
MPEG4
MXF OP1a
OpenEXR
P2 Movie
PNG
QuickTime
Targa
TIFF
Waveform Audio
Wraptor DCP
Effects
Video
Basic Settings
Match Source
Width:
Height:
Export As Sequ
Frame Rate:
Field Order:
Progressive
Aspect:
Square Pixels (1.0)
Render at Maximum Depth
Use Maximum Render Quality
Use Previews
Import into project
Set Start Timecode
00:00:00:00
Time Interpolation:
Frame Sampling
00:00:05:04
Fit
00:00:06:01
Source Range:
Sequence In/Out
Metadata...
Queue
Export
Cancel


Export Settings
Source
Output
Source Scaling: Scale To Fit
VAŠE REKLAMNÍ SÍŤ
WWW.DYNAMIXMEDIA.CZ
DYNAMIX
00:00:05:04
Fit
00:00:06:01
Source Range: Sequence In/Out
Export Settings
Match Sequence Settings
Format: TIFF
Preset: Custom
Comments:
Output Name: export media.tif
Export Video
Export Audio
Summary
Output: /Volume...icard-Slovakia-slideshow/EXPORTS/export media.tif
1920x1080 (1,0), 25 fps, Progressive, 00:00:06:01
No Audio
Source: Sequence, export media
1920x1080 (1,0), 25 fps, Progressive, 00:00:06:01
No Audio
Effects
Video
Captions
Publish
Basic Settings
Match Source
Width: 1 920
Height: 1 080
Export As Sequence
Frame Rate: 25
Field Order: Progressive
Aspect: Square Pixels (1.0)
Render at Maximum Depth
Use Maximum Render Quality
Use Previews
Import into project
Set Start Timecode 00:00:00:00
Time Interpolation: Frame Sampling
Metadata...
Queue
Export
Cancel


Export Settings
Source
Output
Source Scaling: Scale To Fit
VAŠE REKLAMNÍ SÍŤ
WWW.DYNAMIXMEDIA.CZ
DYNAMIX
00:00:05:04
Fit
00:00:06:01
Source Range: Sequence In/Out
Export Settings
Match Sequence Settings
Format: PNG
Preset: Custom
Comments:
Output Name: export media.png
Export Video
Export Audio
Summary
Output: /Volume...ard-Slovakia-slideshow/EXPORTS/export media.png
1920x1080 (1,0), 25 fps, 00:00:06:01
No Audio
Source: Sequence, export media
1920x1080 (1,0), 25 fps, Progressive, 00:00:06:01
No Audio
Effects
Video
Captions
Publish
Basic Settings
Match Source
Width: 1 920
Height: 1 080
Export As Sequence
Frame Rate: 25
Aspect: Square Pixels (1.0)
Render at Maximum Depth
Include Alpha Channel
Use Maximum Render Quality
Use Previews
Import into project
Set Start Timecode 00:00:00:00
Time Interpolation: Frame Sampling
Metadata...
Queue
Export
Cancel

Graphics is best to prepare vertically, but save horizontally, turned by 90° clockwise – see picture above.

Recap:

Resolution: 1920x1080
Bit rate: 10-16M
Pixel aspect ratio: 1,0 (square)
Frame rate: 25, progressive scan
Formats: WMV, MOV (kodek H264), picture sequence: PNG, TIFF, TGA, JPEG (100% quality)

Examples of spots and graphics available at http://www.dynamixmedia.cz/references

Materials below 20MB can be sent via email to vanek@dynamixmedia.cz, if the final file is larger, please use ftp server.

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